

# Why is Brand Image at the center of every fashion retailer?

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McQueen Spring 2011



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Thesis statement:

**Uncovering the Power of Brand Image:** An In-depth Study of its Significance in the Fashion Retail Industry.







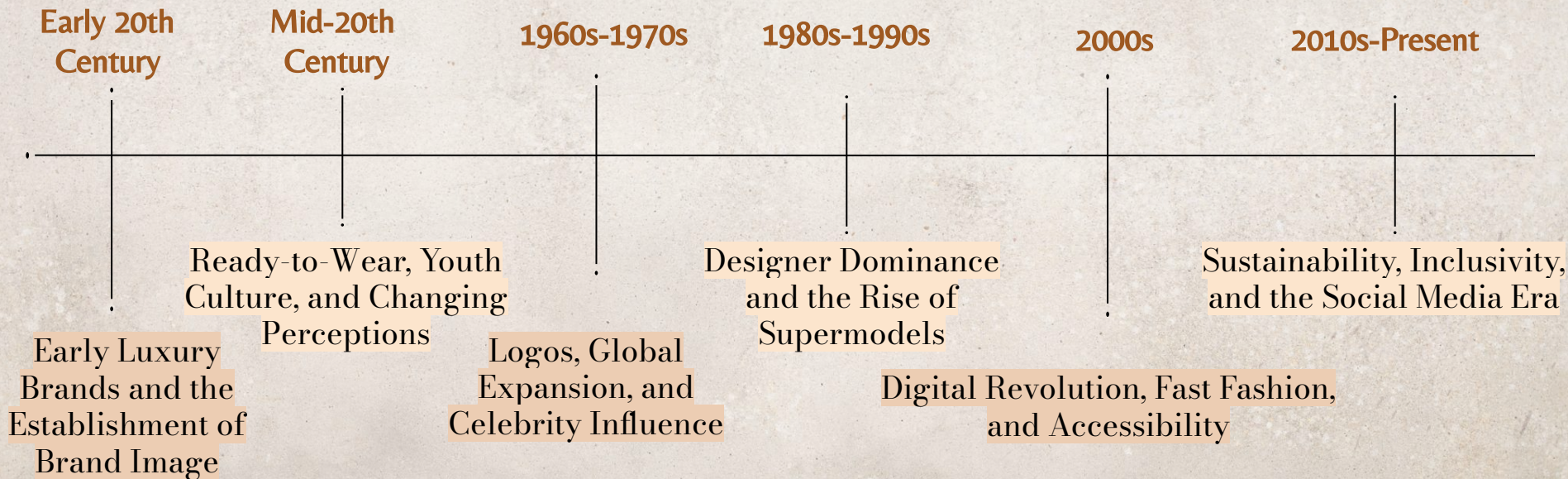
# About Me...

Learning why consumers choose to shop with a certain fashion brand versus others is important to me because it has always been a passion of mine and is how I got involved in marketing.

I plan on pursuing a career in brand management where I can apply my knowledge of consumer behavior and excitement for uncovering creative ways to stand out in the business world.



# Historical Evolution of Brand Image in Fashion:





03

# Pre-London Trip



## *Define Brand Image.*

the way in which people perceive a certain brand based on how well the brand is able to differentiate themselves from the competition



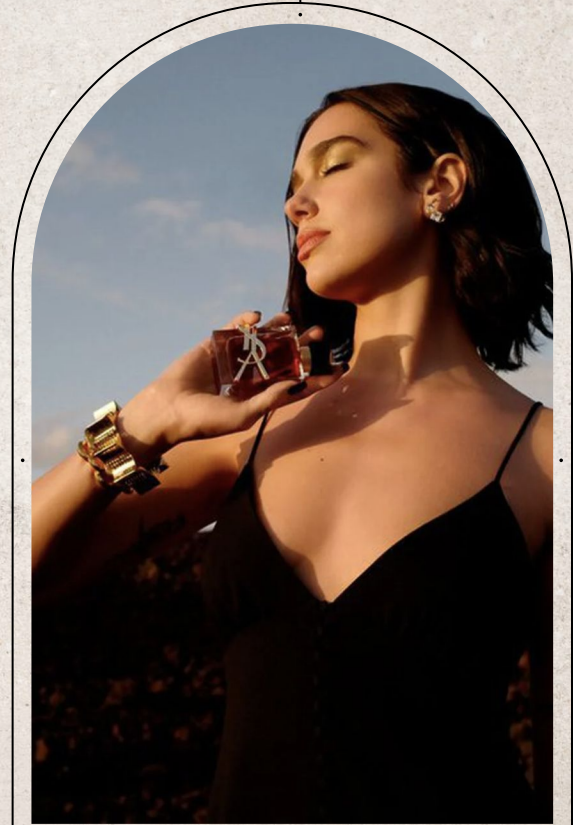
## *Marketing Efforts.*

strategies are implemented to communicate to people what the brand is all about through advertising, social, & website



## *Consumer Influence.*

the impression the person makes up in their own head is what determines the brand image for themselves and can differ from person to person



Dua Lipa YSL 2022





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# Findings

The perception of a brand image is influenced by a multitude of factors. Here are some key elements that play a significant role in shaping how individuals perceive a brand:

- Brand identity
- Visual aesthetics, merchandising
- Marketing campaigns
- Customer experience
- Influencers, social media
- Runway, product design
- Core values, purpose
- Brand reputation

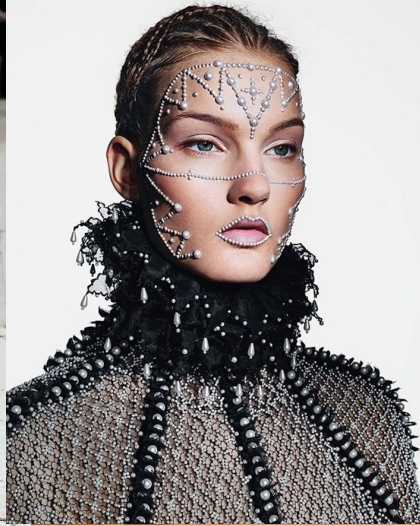


ChristianDior





Alexander  
McQUEEN







YVES SAINT LAURENT





# Conclusion

Brand image holds power as it is indefinitely at the center of every fashion retailer. It is the reason why brands are successful and can expand beyond what most believe they are capable of.

01

## *Emotional Connection.*

The values and characteristics of a brand must be relatable for a person to have a positive brand image of that retailer

02

## *Customer Experience.*

The ways in which a retailer interacts with people to make them feel a certain way in addition to marketing all contribute to brand image

03

## *Emphasis on Loyalty.*

There is no better form of marketing than word of mouth from loyal, high spending customers who deeply favor a brand



# Industry Application

Implement the 4 E's of luxury marketing to allow brands to create effective marketing strategies that appeal to their intended audience.

## *Emotions*

brands should captivate customers' emotions to create desire and aspiration

## *Exclusivity*

make customers feel unique and important by offering limited edition products, personalized services, or hosting invite-only events

## *Experiences*

deliver memorable experiences, brands can offer value far beyond their products or services.

## *Extension*

extension of brand values and image beyond products and services is essential for luxury brands (collaborate with prestigious brands)



McQueen Winter Campaign 2020



# Thank You!

## Any Questions?



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